

PUBLISHABLE REPORT ON VIRAL MARKETING CAMPAIGNS

INNOCULTOUR | RERA

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FINAL REPORT ON INNOCULTOUR VIRAL MARKETING CAMPAIGN

Innocultour online marketing campaign was built around two factors:

- **Social media profiles** who acted as key tool for everyday promotion of all activities underdone by participants
- **High-quality videos** that summarize values and beauty of priceless cultural heritage Italy and Croatia were built upon

Social media profiles were opened 10 months ago, but as no budget was allocated for advertising campaigns on social networks, growth in terms of number of fans and followers was slow because in ever more competitive tourism industry it is almost impossible to draw larger attention from desired audience without additional spending on advertising.

Despite that, Sinfonia agency completely organically attracted around **440 fans and followers on 4 social media networks:** Facebook, Instagram, Twitter and You Tube; and what is much more important, distributed throughout these channels **hundreds of photos, videos, posts, and reports on 8 heritage sites and their activities within Innocultour project.**



Based on the data available across digital platforms, here's summary of social media communication on September 25th – in exact numbers:

Facebook: 154 fans - cca 120 posts – 243 photos and videos - 450 reactions – 120 shares

YouTube: 4 subscribers - 14 videos – 280 views

Twitter: 11 followers – 130 tweets – 109 photos and videos

Instagram: 106 followers – 105 posts – 130 photos and videos – 200 reactions

Content created by participants in Innocultour was therefore seen by thousands of people worldwide, so even without the budget, we managed to somehow get the message through. **The fact that Innocultour today appears in as many as 45.800 results on Google Search** is a proof that project and its participants have become a part of a general conversation.

Additional problem with evaluating online marketing campaign and reporting on results is the fact that almost all **participants finished and delivered their high-quality videos at the end of the project** (*end of August, beginning of September*) and this piece of content **is the one that brings the entire project together and draws biggest attention.**

Furthermore, tourist season is finished and we cannot count on interest from potential visitors. At the beginning of new business season and school year, very few people want to listen about the sites they are supposed to visit next year. **Videos created through Innocultour have just started spreading on YouTube and other online channels, so their true value and influence on promotion of heritage sites will be seen within next 10 months**, when new tourist season starts approaching. It would be unfair and incorrect to measure and decide on their success at this moment.

For every similar project in future, it is important to notice that no matter how interesting, educational or entertaining content we produce, without additional promotional support on social media and search engines, awareness about accomplishments and activities enabled by EU funding will hardly ever reach target audience.

IN CONCLUSION

If we put aside mentioned difficulties and set-backs, Innocultour in 18 months succeeded in reaching almost all its goals. To mention just a few:

- Innocultour put a spotlight on less-known sites located along the Adriatic coast in Italy and Croatia;
- It rose awareness in local community about importance of these heritage sites;
- Interest for 8 exquisite Innocultour cultural spots among younger travellers is increased;
- With activities made possible by Innocultour, people who work in museums and tourism sector got additional support;
- Innovative tech solutions enabled by Innocultour, brought closer younger travellers;
- General and specialized media covered stories on heritage sites involved in Innocultour and by that ensured much needed additional media space.